



April 23, 2024

8:30 - 9:45AM	<p>Welcome Address & Alumni Panel: RJ LeBrun '19, Mackenzie McDonald '20, Kate Shannon '19, Richard Vazquez '19</p>	Daniels Auditorium
10:00 - 10:50AM	SESSION 1: Student / Faculty Presentations	See Reverse
	SESSION 1: Poster Displays	Academic Building Foyer
11:00 - 11:50AM	<p>Student Speaker & Panel: What impact has experiential learning had on you?</p>	Davis Hall 205/207
Noon - 12:50PM	SESSION 2: Student / Faculty Presentations	See Reverse
	SESSION 2: Poster Displays	Academic Building Foyer
1:00 - 1:50PM	SESSION 3: Student / Faculty Presentations	See Reverse
	SESSION 3: Poster Displays	Academic Building Foyer
2:00 - 2:30PM	SESSION 4: Student / Faculty Presentations	See Reverse
2:30 - 3:00PM	Closing Reception	Academic Building Foyer

10:00-10:50 AM	Poster Session: Sport Management Seminar Research Students in the Sport Management capstone will present their in-depth research projects.	Nichols on the Green Students who have contributed to and led the revitalization of the College-owned and run Dudley Hill Golf Club will share the story and future of this live learning lab.	Emerging Technology in Action Data science students will present their projects applying emerging technologies to various business and educational challenges.	AI-Fueled Business Analysis and Development Students from the marketing seminar course will review their client projects and how they used AI to help validate research and create initial positioning statements for their clients.	Innovation, Productivity, and Management Student panelists will address the impacts of technology, leadership, and productivity on businesses.	International Experiences Students who participated in study abroad and the faculty-led trip to Costa Rica will share their stories, photos, and takeaways.	Launching VITA Tax Program at Nichols An analysis of Nichols' involvement in this IRS initiative, where accounting students and faculty provide tax refund services free of charge to members of the community.
	AB FOYER	DAVIS 205	AB 104	DAVIS 203	AB 105	AB 204	AB 203

12:00-12:50 PM	Poster Session: Criminal Justice Students in the Criminal Justice capstone will present their in-depth research projects.	WooTank Business Pitches Student-entrepreneurs will share the pitches they developed with the support of faculty, staff, and peers for Worcester's version of Shark Tank, aka WooTank.	The Women's Suffrage Movement Students in Women in American Society will present their research on the Women's Suffrage Movement in America.	Bison Consulting Group Students from Nichols Consulting Group will share ideas on how to build a student-run business.	From the Tech Corner Students and Faculty in the Data Science program will discuss their research on a variety of topics including AI and the use of VR in the classroom.	The Graduate School Business, leadership, and counterterrorism research projects will be presented by graduate students.	A Real-World Real Estate Project Students will share real estate development consulting projects on finding, analyzing, and evaluating profitable commercial opportunities.
	AB FOYER	DAVIS 205	AB 204	AB 104	AB 105	DAVIS 203	AB 203

1:00-1:50 PM	Poster Session: Finance, Psychology, and Entrepreneurship Students will present individual research projects focusing on a variety of subjects.	Trends in Marketing Students will share research and recommendations for real companies on how to apply emerging trends in the fast-paced marketing industry.	Live From the Super Bowl Students will discuss their experiences traveling to and working at the 2024 Super Bowl in Las Vegas.	Institute for Women's Leadership Students will present internship experiences involving gender representation and social media strategies for businesses.			
	AB FOYER	AB 104	DAVIS 205	AB 204			

2:00-2:30 PM	Faculty Research Spotlight Nichols faculty will share their original research in their fields of expertise, such as Baby Boomer knowledge retention, Peer coaching in MBA programs, and Text consistency of the Federal Open Market Committee.	Product Innovation Showcase Students in the Honors Principles of Marketing class will present new product ideas they've developed for existing companies.	Performance and Sport Management Students will discuss current topics such as broadcasting and athletic performance.	Data Analytics in Environmental Science Continuous Monitoring of Webster Lake: First Steps Towards Long-term Lake Management and Conservation			
	AB 104	AB 105	AB 204	AB 203			



CONFERENCE PROCEEDINGS ~ TUESDAY, APRIL 23, 2024

PLENARY SESSION A: 8:30-9:45AM, Daniels Auditorium

Symposium Kick-off & Panel Discussion: Alumni Insights – Experiential Learning & Career Readiness

Presenters: Provost Dan Borgia and Interim President Bill Pieczynski

Panel Moderator: Dean Jean Beaupre

Alumni Panelists: RJ LeBrun '19, Mackenzie McDonald '20, Kate Shannon '19, Richard Vazquez '19

INVOLVEMENT INFO BOOTHS: 9:45AM-2:00PM, Davis Lobby

For students who would like more information or to get involved, drop by the info booths to learn more about consulting opportunities, study abroad, student-run businesses, internships, and more.

SESSION 1: 10:00-10:50AM

Davis 205-207

Nichols on the Green

Students who have contributed to and led the revitalization of the College-owned and run Dudley Hill Golf Club will share the story and future of this live learning lab.

Presenters: Brian Kallajian, Christopher Cowles, and Nasir Bridgewater

Advisor: Dr. Tim Liptrap

Davis 203

AI-Fueled Business Analysis and Development

Students from the marketing seminar course will review their client projects and how they used AI to help validate research and create initial positioning statements for their clients.

Presenters: Claire Curry, Dante Parseghian, Jacob Cashin, Grace Killman, Cooper Melvin

Advisor: Len Harmon

AB 104

Emerging Technology in Action

Data science students will present their projects applying emerging technologies to various business and educational challenges.

Advisor: Bryant Richards

Presenter: Nick Gualtieri

Title: Automating classroom scheduling decisions solution demonstration and whitepaper

The scheduling process in Robotic Process Automation (RPA) projects is crucial for aligning technical development with business objectives. This discussion delves into methodologies and best practices for efficiently allocating resources and timelines, ensuring successful RPA deployments. It highlights strategies for overcoming common scheduling challenges and optimizing project outcomes through strategic planning and stakeholder engagement.

Presenter: Julia Fearing

The discussion will delve into the innovative capabilities and ethical considerations surrounding **ChatGPT's DALL-E model**, a groundbreaking AI tool for generating vivid, detailed images from textual descriptions. It will cover the technology's impact on creative industries, its potential to democratize art creation, and the challenges it poses in terms of copyright and original content. The focus will be on the future of human-AI collaboration in artistic expression, highlighting both opportunities and areas for cautious advancement.

Presenter: John Pollock

In working with CIPA I have gained experience in data science and business analysis that have proved invaluable. With working to help students with RPA, python and excel functions I have developed my skills to the extent that I have invented an only of its kind real estate investing bot in my free time. This product can prove to change a 100 trillion dollar industry and save hundreds of hours of time for realtors and investors.

Presenter: Melissa Montesi

Title: Adoption theory: A synthesis of what matters for accountants when adopting emerging technologies

AB 105

Innovation, Productivity, and Management

Student panelists will address the impacts of technology, leadership, and productivity on businesses

Advisor: Dr. Jas Singh

Presenter: Dylan Auslander

Title: Impact of Artificial intelligence on Human Resource Management

The idea of this research is to explain why or how using artificial intelligence as a replacement or a tool in HRM is beneficial to companies that implement it. The research will help find out whether or not AI can be seen as a sustainable replacement for humans in HRM.

Presenters: Mathias Backstrom, Dylan MacMahon

Title: Unconventional Leadership and its impact on productivity

As new generations enter the workforce, leaders must adapt. With baby boomers and Gen Xers retiring, millennials and Gen Z are taking over, bringing different values and communication styles. Leaders need to understand these shifts and tailor their approaches accordingly. Gen Z, especially, values diversity, tech, and informal communication. Research shows the importance of unconventional leadership skills to engage and retain younger employees and maximize productivity.

Presenter: Martin Christopher Dupuy

Title: The Impacts of Technology in Project Management

An exploration of the impacts of technology in project management, focusing on how advancements in technology have significantly enhanced efficiency and accuracy in project execution. By utilizing modern tools and software, project managers can streamline communication, track progress in real-time, and allocate resources more effectively. These technological innovations have revolutionized the way projects are planned and executed, leading to improved productivity and better outcomes.

Presenters: Meghan Fuller, Daniel Donovan-Blanford

Title: Factors impacting Failure in Small Businesses

Small businesses owners are individuals who conceive, launch, and assume the risk of new economic activities in the form of a business venture. Research shows that 50% of small businesses close by the 5th year and only 1/3 of businesses survive until the 10th year. We have found that businesses tend to fail because of their lack of knowledge with funding, location, credit, capital, and overall knowledge.

Presenters: Zara Hervieux, Nicholas Brown

Title: Globalization and Employee Well Being

This research analyzes how companies can maintain employee well-being while going through the process of globalization. We are going to research what makes employees productive by looking at job satisfaction, work-life balance, well-being, and company support. We will then analyze how companies are maintaining these concepts while going through the process of globalization.

Presenters: Mario Mennella, Elijah Brady

Title: What measures can be taken to help a startup business run successfully for 3-5 years?

We are identifying what leadership strategies or styles are most effective when managing a startup business. We want to see if implementing a transformational leadership style can lead to greater success in managing a startup business compared to other leadership strategies. This suggests that small businesses are led by strategic leaders and are more likely to make sound strategic choices, allocate resources efficiently, and navigate challenges effectively, contributing to their overall success.

Presenters: Benjamin Nerreau, Logan LeBlanc

Title: Impacts of incentives on productivity

This research will investigate the idea of incentives and whether they boost productivity or not. We are interested whether the data proves what we believe will happen, this being we believe incentives will boost morale and productivity.

Presenters: Emma Norton & Keri Tremblay

Title: Digital Maturity for Human Resource Functions

The research involves looking at the impacts of digital desk help on HR, and how it can make HR more efficient. HR has been found to put most of its business strategy into other departments instead of its own department, while also being stretched too thin. The number of duties required by HR has been found to require a whole department's worth of individuals, while being understaffed to handle these, and often are left to a few individuals.

Presenters: Julenny Ovalle, Anna Carrignan

Title: Impact of diversity on global companies

With this research, we want to confirm or analyze the facts that make a global company successful. We hypothesize that the diversity of employees from all around the world brings new opportunities for the company to keep expanding to other cultures by learning their way of thinking. Also, to prove the different leadership styles that are the more efficient when it comes to global or remote management.

Presenters: Topher Ryan, Keenan Esau

Title: Transformational Leadership and its Effect on Gen Z Seminar Research

This research includes our findings regarding the effects of transformational leadership on employee motivation within Gen Z. We have identified four key indicators of employee motivation including: Engagement, Retention, Productivity, and Satisfaction. Through exploring this topic, we hope to distinguish the key characteristics of Transformational Leadership, the defining traits of Gen Z, and how the implementation of transformational leadership will positively affect Gen Z employees.

Presenters: Jack Jordan & Sean Stockhaus

Title: Innovation in Real Estate: How Technology Drives Professional Achievement

This research includes the tools and technologies available to modern real estate professionals, and how they impact their levels of success. We will look at a multitude of different topics and analyze specific metrics that define the levels of success of these professionals in the industry.

AB 204

International Experiences

This panel discussion will explore the benefits of international travel for college students. We will discuss the recent trip to Costa Rica, and examine both the benefits, and the challenges, of international travel with undergraduate students.

Presenters: Kevin Chetwynd, Marissa Gosselin, Gabrielle Maranchie, Makaela Robinson, Boyd Brown III, Kristen Malinowski-Paine

Advisors: Boyd Brown III, Kristen Malinowski-Paine

AB 203

Launching VITA Tax Program at Nichols

Nichols College became a partnership organization with the IRS this past February and is hosting the program on its campus for the very first time. Essentially, the program is an initiative from the IRS to give back to individuals and families who make less than \$63,000 in gross income. The program takes appointments from the community and will sit down with them and prepare their federal and state tax returns for no cost as long as they meet the requirements of the program.

Presenter: Kristian Macris

Advisor: Dr. Michael Forte

Academic Building Foyer

Sport Seminar Research Projects

Students in the Sport Management capstone will present their in-depth research projects.

Advisor: Dr. David Hodge

Presenters: Zach Belcher, Matt Dinezza

Title: Differentiating Factors Between NCAA Division I and Small School Rugby Programs and Athletes

Our goal is to determine the differences between Division I rugby clubs and small school rugby clubs in terms of perceived team success, team morale, and player motivation. We seek to do this by interviewing players and coaches from both levels and analyzing the information they give us. Our research is useful in determining the discrepancies between the two levels. This is important, because of the lack of knowledge and research when it comes to rugby at the collegiate level. Our goal is to take the information we gain from our research and use it in order to help clubs determine what they are doing well and what they can improve on by comparing and contrasting the two levels through the scopes of team success, player motivation, and team morale.

Presenters: Alec Correia, Ethan Gosper

Title: Divergent Paths: Contrasting Youth Soccer Development Models between the U.S., Europe, and Global Perspectives

For our research study we have conducted various interviews from reliable sources related to the sport of Football or American Soccer. These interviews were set out with the aim of finding the pinnacle reasoning behind what holds the United States back from developing youth athletes to elite levels of play, and what countries overseas do at the youth level to better develop their athletes that encourages future success.

Presenters: Felicya Decicco, Nick Patterson

Title: Same sports, different rules, different genders: How players and coaches are affected

Our research is about how coaches and players perceive different rules in the same sport based on different genders. Men's and women's lacrosse are called the same sport but have different rules based on which gender is playing. This is the same for men's and women's ice hockey. In this study, we interviewed players and coaches from both sports to see how they perceive the rule differences and how it affects them. For players, we focused on safety in their sport and if their age and year in school change their perspectives. For coaches, we focused on how it would affect their coaching style and how they run practices and coach during games.

Presenters: Kelvin Gutierrez, Caleb Hamilton

Title: Differences of Mental Health Issues Between Female and Male Student-Athletes

In this study male and female student-athletes were interviewed on their mental health and how it relates to their specific sport. The central questions that will be looked into that will give a deep analysis on this study are: Are there differences with mental health issues with gender in college sports? Is there a direct link between mental health problems and college sports? Do coping strategies of mental health problems differ based on gender on college athlete? These central questions will give a deep understanding on if there are differences of mental health issues between male and female student athletes.

Presenters: Jared Haight, Zachary Harris

Title: Effectiveness and Usage of Advanced Statistics as an Indicator of Collegiate Athletic Performance

Our paper dives into the usage of advanced statistics across Men's and Women's Division III athletics. Advanced statistics have become a prominent part of professional sports leagues in recent history, but there is no talk of their usage or significance. The goal of the study is to determine the significance of advanced statistics from both the coach's and player's perspectives. This involves the difference between the usage of men's and women's

athletics, how coaches view advanced statistics to impact their team's success, and how players view advanced statistics regarding their own performance.

Presenters: Adie Hughes, Grace Wiggett

Title: The Impact of Sport Specialization Within Youth Sports on Socialization and Perspective

This research study addresses the experiences of youth athletes who specialize in a single sport and multi-sport youth athletes and how they participate and integrate into a team. Through this qualitative research, we will examine how sports affect the socialization process of these youth athletes and their ability to create and maintain friendships based on their sports experience. Both specialized and single sport athletes were interviewed to determine the effect of sport on their socialization process and resulting perspectives.

Presenters: Archibald Killian, Andrew Nee

Title: The Perceptions and Impact of Concussions and the Concussion Protocol in Football

This research stemmed from a discussion about NFL players avoiding concussion protocol and the extents they would go to in order to avoid it. As former football players, we've experienced the pressures to play through various injuries and felt it was necessary to research the motivations from both the player's and coach's perspectives to do so. The long-term impact of concussions and other sport-related injuries is so great, yet so many athletes disregard the risk to continue to participate.

Presenters: Cole Melo, Mark Newell

Title: How does Anxiety and Depression Differ Between Division I and Division III Athletes?

The Mental Health issues of anxiety and depression affect athletes across the country every day of the year. There are different ways these athletes cope with these issues, but how? Do these athletes get help? Do bigger school students struggle more than smaller school students? Are female athletes struggling more than male athletes? We aim to bridge the gap between Division I and Division III resources if there are any.

PLENARY SESSION B: 11:00-11:50AM, Davis 205/207

Student Speaker & Panel: How Hands-On Learning Impacted My Academic Path

Presenter: Madeleine Soudant '24

Panel Moderator: Kevin Chetwynd '22 MBA/MSOL '24

Student Panelists: Lauren Denis '24, Keenan Esau '24, Nick Gualtieri '24, Madeleine Soudant '24

SESSION 2: 12:00-12:50PM

Davis 205-207

WooTank Business Pitches

Student-entrepreneurs will share the pitches they developed with the support of faculty, staff, and peers for Worcester's version of Shark Tank, aka the WooTank.

Presenters: John Pollock, Pablo Arneu

Advisor: Dr. Tim Liptrap

AB 204

The Women's Suffrage Movement

Students in Women in American Society will present their research on the Women's Suffrage Movement in America

Presenters: Jenna Bankowski, Grey Carmel, Madison Collins-Macedo, Yara Elias, Julia Fearing, Tiago Fernandes, Sabrina Morgan, Haileigh-May Paradis, Tyson Wheeler

Advisor: Emily Thomas

AB 104

Bison Consulting Group

Students from Nichols Consulting Group will share ideas on how to build a student-run business.

Presenters: Mary Seabury, Ingrid Desouza-Oliveira, Keenan Esau, Kristian Macris

Advisor: Len Harmon

AB 105

From the Tech Corner

Advisor: Dr. Kevin Mentzer

Presenters: Kevin Mentzer, Adam Patterson, Mark Frydenberg

Title: The Rapid Rise of AI Adoption amongst College Students

This study looks at the rapid rise of AI adoption amongst students. Using survey data from the past 3 semesters, the authors investigate adoption patterns to better understand who is adopting AI and what AI is being used for. Results show a meteoric rise in adoption since the release of ChatGPT.

Presenters: Kevin Mentzer and Charles Tousignant

Title: Learn how Reddit data can be used in your own research

Are you interested in using Reddit data in your own research? Perhaps you are looking for a new source of data now that Twitter/X is no longer easily accessible by researchers? Did you realize that we have access to nearly all of the data available on Reddit? Come to this session to learn more about this valuable data source.

Presenters: Adam Patterson, Cathy Temple, and Gabby Case

Title: Integrating VR into Effective Speaking

Nichols has launched their VR pilot in Prof. Temple's Effective Speaking class with plans to roll it out to all sections of effective speaking this fall. This session will discuss the opportunity of VR, the challenges we have faced in rolling VR out to students, and the future plans of VR @ Nichols.

Davis 203

Graduate School: Business, Leadership, and Counterterrorism Research

Title: MSOL - Action Research Projects: Preparing Young Adults for a Graduate Level Degree

This project explores challenges faced by Nichols students transitioning into The Graduate School through the +1 program. The study aims to identify gaps in student readiness and propose recommendations that will enhance the preparation of +1 students for graduate level courses.

Presenters: Jessica Dias

Advisors: Andrea Becker

Title: Improving Employee Engagement Through HR Internal Communication

The project focused on how effective communication within the HR group could positively impact employee engagement within an organization. The researcher's goal was to identify the primary barriers impacting communication from HR and to develop recommendations for improvements.

Presenter: Adriana Robaina

Advisors: Darcy Vangel

Title: MBA – Exploring US Culture: College Athletics and Higher Education

This presentation investigates the cultural dimensions shaping the United States, focusing on how these are manifested within college athletics. It aims to enhance cross-cultural communication skills by exploring how sports reflect and influence broader American cultural practices and values.

Presenters: Jenna Gordon, Benjamin Liptrap, Joseph Theriault

Advisor: Oliver Olson

Title: MSC - Department of Homeland Security Invent2Prevent Project

MSC students will present on their Department of Homeland Security's Invent2Prevent Project where they were tasked to design, implement, and assess a project aimed to mitigate targeted violence. Their project is titled "BEE Gaming: Blocking Extremism Everywhere" and aims to empower youth to counteract extremist activity on video gaming platforms by making rational decisions online.

Presenters: Ayman Kafel, Jason Kephart, Conner Raff

Advisor: Dr. Allison McDowell-Smith

AB 203

A Real-World Real Estate Project

Students will share their real estate development consulting project focused on strategically identifying and evaluating land opportunities for commercial opportunities.

Presenters: Derek Axon, Ricky Bowden, Noah Burnside, Kelley Carlin, Cameron Cofer, Ingrid Desouza Oliveira, Jacob Garrity, David Harding, Kylie Hill, Demetrius Huff, Jack Jordan, Logan LeBlanc, Ryan Lebrun, Savanna Martin, Benjamin Nerreau, Madeline Parvey, Danielle Patricks, Scott Peters, Jakob Rabadoux, Derrick Revolus, Gabriel Temple, James Waller, Makenzie Tinglof

Advisor: Maryann Conrad

Academic Building Foyer - Posters

Criminal Justice Original Research

Students in the Criminal Justice program will present their in-depth research projects.

Advisors: Dr. Allison McDowell-Smith, Boyd Brown III

Presenter: James Anderson

Title: Guardians Under Threat: Social Workers' Safety Struggle

Social Workers are an essential part of society and the Criminal Justice System.

Unfortunately, the social work field can be very dangerous, and protecting our social workers is essential. Social workers are struggling to stay safe as they are subject to physical attacks

from clients or personnel connected to their clients. Select cases shine light on the dangers that social workers everywhere face on the job. Work protocols and training methods must evolve and improve to ensure the safety of our social workers and prevent them falling victim to physical attacks.

Presenter: Kayla DaCruz

Title: New Fear Released, Assault on Federal Probation Officers

Recent assaults on Federal Probation Officers will be examined. Is this a new reality probation officers must face? What are recent acts of violence that probation officers have endured? This presentation will highlight recent events and probable causes of violence against probation officers, along with future methods of prevention.

Presenter: Novia Henderson

Title: The Depths of Social Work

During this presentation the various levels of social work will be showcased to better understand that it is not just what you hear on the news or see on TV. An in depth look at the everyday life of social workers will be examined, along with future recommendations for social workers.

Presenter: Nicholas Martin

Title: Stigma of Mental Health and Policing

Law enforcement and policing specifically is a very difficult job that can come with things that some people outside of that work force do not even think of. One of those ongoing factors that law enforcement struggles with is mental health. This affects more than just the person struggling, it affects their families, how they do their job, and overall, just the way they go about living their life. Future recommendations will be provided to help those law enforcement personnel that are struggling.

Presenter: Bethany Pendergrast

Title: Silent Borders, Invisible Chains: Addressing Human Trafficking

Human trafficking is often intersected with border control, which is complicating law enforcement efforts. In Florida, recent court cases have showcased this correlation, revealing the intricate network of traffickers across the United States borders. These events underline the necessity for comprehensive strategies, involving the collaboration between federal, state, and local agencies. This has prompted crucial lessons, while also exploring different recommendations on how to counterattack this problem. Addressing human trafficking issues at the border remains critical and impacts the entirety of the criminal justice system.

Presenter: Sarah Rucci

Title: Unraveling Deception: The Jennifer Dulos Case

Explore the complex layers of deception and tragedy that surrounded the disappearance of Jennifer Dulos, a loyal mother involved in an unpleasant divorce. In exclusive interviews and unrevealed evidence, sources depicted the harrowing details on Jennifer's disappearance and legal battles. This sheds light on the challenges faced by law enforcement in unraveling complicated crimes, the importance of gathering evidence, and the impact domestic abuse has on families and communities. As the search for truth continues, this case serves as a testament to the quest of justice in the face of darkness.

Presenter: Albert Salonis

Title: Heat of the Moment

The details of an arson homicide in Colorado will be explored. Discussion will focus on what caused the fire, the reason why the perpetrator did this terrible act, and the emergency response. It's important to paint a detailed picture of what happened in order to have the listeners understand and to provide future recommendations.

Presenter: Ryan Spitz

Title: The Fentanyl Crisis in America

Looking at the countries of origin and the transportation of fentanyl into the United States, it is possible to identify hot bed areas and societal trends inside of the country. Specifically, within the west coast states and cities there are noticeable negative impacts of fentanyl that can be analyzed in connection with law enforcement and healthcare response, as well as through various changes in society. Analyzing these impacts and agency responses, it is possible to develop strategies, lessons learned, and future recommendations on ways to combat the fentanyl crisis in America's cities and streets.

Presenter: Zackary Ness

Title: Psychology of Terrorism

This poster will explore the psychological factors that may drive a person to radicalization and to commit acts of violence. Are there certain psychological indicators that can be identified that might help identify individuals before they have become fully radicalized?

Presenter: Dom Salvastano

Title: Modern Policing

What are some new and unique challenges that police officers face in the 21st century? Are the policing strategies of the late 1990s and early 2000s still effective in an age of cell phones and social media? This poster will examine how policing has adapted to the social and technological changes of the 21st century.

Presenters: Jaelin Rheume and Alvin Torres

Title: Bison Den Security Assessment

Two students performed risk and security assessments for the Bison Den Bar and Restaurant. This poster will highlight some of the security challenges the Den faces and recommendations for how they can be addressed.

SESSION 3: 1:00-1:50PM

Davis 205

Live From the Super Bowl

Students will discuss their experiences traveling to and working at the 2024 Super Bowl in Las Vegas. This 3-credit Super Bowl practicum provides students with the opportunity to gain first-hand experience in the business of sport and sport event management. Ten classroom sessions, a trip to Las Vegas, NV, and a partnership with the NFL are the headlines for this unbelievable practicum!

Presenter: Ben Kallgren

Advisor: Dr. Christopher Streeter

AB 104

Trends in Marketing

Students will share research and recommendations for real companies on how to apply emerging trends in the fast-paced marketing industry.

Presenters: Jared Abrahamson, Noah Azzaoui, Griffin Berger, Philip Bjorkman, Antonia Carrero, Felicya Decicco, Dylan Derubeis, Pat Doyle, Jack Dussault, Meg Fuller, Colby Gillis, Anthony Hernandez, Zara Hervieux, Hadley Houghton, Mike Maslauskas, Cooper Melvin, Karl Miller, Javan Mitchell, Terry Murphy, Will Nath, Crystal Nelson, Ariana Owen, Ryley Plourde, Johanna Schroeder, Mary Seabury, Caroline Shields, Jade Shultz, Tanner Soracco, and Tyler St. Onge

Advisor: Ashley O'Keefe

AB 204

Institute for Women's Leadership

Advisor: Leslee Ruggeri

Presenter: Saige Frazier

Title: Gender Representation in the Nichols Business Education

While working as a Research Associate Intern on gender representation in business education through the Institute for Women's Leadership, Saige will present her findings on the current state of gender representation and recommendations for future business leaders.

Presenter: Maddie Soudant

Title: Social Media Through Psychology

By working as a social media intern in the Institute for Women's Leadership, Maddie will present social media strategies and recommendations for branding organizations.

Academic Building Foyer - Posters

Finance, Psychology, and Entrepreneurship Research

Presenters: Emma Dix, Chris Charity

Advisor: Christine Beaudin

Title: Thunder Fund Nucor Research

Students part of the Nichols Thunder Fund, the student-managed investment fund, will be presenting their equity research on Nucor.

Presenters: Nathan Carl, Brandon Cope

Advisor: Christine Beaudin

Title: Thunder Fund Johnson & Johnson Research

Students part of the Nichols Thunder Fund, the student-managed investment fund, will be presenting their equity research on Johnson & Johnson.

Presenter: Jake Bocchino

Advisor: Dr. Tim Liptrap

Title: Networking in Play: Game-Changing Strategies for Sport Business Connections

The innovative rewrite of a textbook chapter specifically designed for undergraduate sports business students, emphasizing the writing process itself as a form of experiential learning. The revision introduces students to cutting-edge networking strategies and digital tools, underpinning the importance of building substantive professional connections in the competitive realm of sports business.

Presenter: River Jackson

Advisor: Dr. Tim Liptrap

Title: Constructing Knowledge: The Role of Appendices in Enhancing Textbook Learning

In a collaborative research assistantship, a student and faculty mentor unite to enhance a textbook through the development of comprehensive appendices, engaging in the deep selection and organization of supplementary materials. This process stands as a testament to high-impact educational practices, emphasizing the mentorship's role in fostering academic growth and professional preparedness.

Presenters: Sophia Jeter, Melissa Montesi, Jacquelyn Ross, Katherine Segalla

Advisor: Dr. Tom Davis

Title: The Power of Words: How Feedback Alters Pain Tolerance Differently for Men and Women

This research explores the influence of feedback on pain tolerance, investigating how men and women respond differently to verbal encouragement. The study suggests that words of encouragement can significantly elevate pain tolerance in both genders.

Presenters: Jaelin Rheame, Hailey Bogusz, Maysa Gray, Audrey Luginbuhl, Abrianna Vazquez

Advisor: Dr. Tom Davis

Title: Fear of Missing Out vs. Feeling Left Out: The Link Between FOMO and Social Rejection

This study explores the relationship between the fear of missing out (FOMO) and social rejection. While both involve a sense of missing something important, FOMO focuses on the anxiety of others having better experiences, while feeling left out stems from a direct exclusion from social events or groups. Understanding this distinction can help us navigate the complexities of social connection in today's world.

Presenters: Chelsea Indyk, Damon Lavin, Nicholas Patenaude, Fernando Barranco

Advisor: Dr. Tom Davis

Title: Mental Maps & Mazes: Does Gender Determine Who Gets Lost?

This study investigates why men and women sometimes navigate differently. Researchers found men tend to rely more on a "map-like" approach, while women excel at using landmarks. This suggests our navigation styles may stem from how we approach information, not just biological sex.

Presenters: Heather Gauvin, Lydia Hanson, Noah Hickey

Advisor: Dr. Tom Davis

Title: Upgrade Your Mind Power: Explore the Cognitive Benefits of Different Meditation Practices

This study explores the idea that meditation isn't just about relaxation, but a path to sharpening your mind. Researchers compared two forms of meditation, examining how each practice can boost cognitive function, improve memory, and enhance focus. The takeaway? Meditation can be a powerful tool for upgrading your brainpower.

Presenters: Evan Healy, James Salvatore, Sophia Schoenbeck

Advisor: Dr. Tom Davis

Title: Living in the Moment vs. Living on Our Phones: The Impact of Technology on Episodic Memory

This study investigates how our constant phone use affects our ability to form episodic memories, the kind that capture the details of significant events in our lives. Researchers

suspect that relying on phones to document experiences weakens our own memory encoding, potentially hindering our ability to relive those moments in the future. The findings of this study could hold valuable insights into the impact of technology on how we remember the events that shape us.

SESSION 4: 2:00-2:30PM

AB 104

Faculty Research Spotlight

Presenter: Dr. Kim Krumsiek

Title: Retention of Knowledge from Baby Boomers Prior to Leaving the Workforce

With five generations working together in the workplace, organizational leaders need to support employee knowledge retention and knowledge sharing. Knowledge transfer from Baby Boomers to younger generations continues to be a challenge for organizational leaders, especially with the increase in Baby Boomers leaving the workforce. Knowledge retention is critical to an organization's success due to increased attention to knowledge being a valuable asset.

Presenters: Dr. Robin Frkal, Dr. Art McGovern, Evan Healy

Title: Unleashing the power of peer coaching: Impact on analytical thinking in early career MBA programs

As more students pursue an MBA degree early in their careers, developing their analytical skills becomes essential. This study examines the impact of coaching on the analytical skills of early-career MBA students. Drawing on Vertical Leadership Development (VLD) theory, this research suggests leaders need enhanced cognitive skills, self-awareness, and relational capacity in today's complex environments. Peer group coaching is identified as a driver of VLD. This study uses Linguistic Inquiry and Word Count (LIWC) analysis to examine reflective essays of MBA students engaged in a peer coaching program. Analysis reveals a significant increase in students' analytical writing style. The study further supports coaching as an accelerator for VLD and lays the groundwork for future studies exploring how peer group coaching leads to VLD.

Presenter: Adam Patterson

Title: Examining text consistency amongst FOMC statements and minutes subtext using deep learning

This study explores the homogeneity of literary relationships between the pairwise *Minutes* subtext and *Statement* of Federal Open Market Committee (FOMC) meetings during the Powell chairmanship. Natural language processing (NLP) techniques are employed to evaluate the consistency between FOMC documents. Bidirectional Encoder Representations from Transformers (BERT) is utilized to create an abstractive summary of each meeting minute using the first and last 512 tokens.

AB 203

Data Analytics in Environmental Science

Continuous Monitoring of Webster Lake: First Steps Towards Long-term Lake Management and Conservation:

Low cost in-situ sensors have proven to be effective in measuring water quality in aquatic systems as well as other environmental parameters in real time. As part of this project, water

quality data (dissolved oxygen and temperature) for Webster Lake was collected for the 2022 and 2023 seasons using HOB0 sensors. Data was collected for the three ponds – the North Pond, Middle Pond, and South Pond. The outcomes of this project will help demonstrate the advantages of low-cost sensor technologies for assessing water quality parameters in Webster Lake.

Presenter: Colin Cadigan

Advisor: Dr. Prajwal Panday

AB 105

Product Innovation Showcase

Presenters: Benji Carr, Gabrielle Case, Luke Chapman, Olivia Charette, Isabel, Kadlik, Faith Lamonda, Cassidy Machado, Gabrielle Maranchie, Riley McGarry, Ally McNamee, Ethan Minirak, Ryan Moreira, Jason Ofcarcik, Tyler Ray, Matteo Schmitt, Trystan St. Pierre, and Victoria Symock.

Advisor: Dr. Jean Beaupre

Students in the Honors Principles of Marketing class will present new product ideas they've developed for existing companies.

AB 204

Performance and Communication in Sport

Students in the Sport Management Program will discuss topics such as sport broadcasting and athletic performance.

Advisor: Brian Wendry

Presenter: Dylan Rivers

Title: Pros and Cons of Offseason Hypertrophy Cluster Training

This research covers the benefits of hypertrophy cluster training for off-season teams and the challenges of implementation.

Presenter: Tyler Bost

Title: Harnessing our Psychophysiology is key to elite athletic performance

The most crucial aspect of elite athletic performance is the ability to harness the mind.

Athletes who harness their psychophysiology perform at their peak when it matters most.

Presenter: Spencer Berlepsch

Title: Barriers into Sports Broadcasting: Do You Have to Play to Analyze?

This research is examining the changing landscape of the sports broadcasting world, and how many retired athletes are entering the broadcasting world. This may create a barrier for "traditional" personalities who come from a journalism background.